

NATIONAL HOLIDAY LIFESAVERS MOBILIZATION



December 21-23, 2001

We have a long way to go.

16,653 DEATHS

In 2000, alcohol-related fatalities increased for the first time since 1995.





LAW ENFORCEMENT – KEEPING AMERICA SAFE

As a law enforcement official you understand that impaired driving is no accident. It's a serious crime that kills more than 16,000 people and injures nearly 305,000 others every year. Every 33 minutes, someone in America dies in an impaired driving crash. Every two minutes, someone is injured.

Law enforcement agencies in every state and locality are serving on the frontlines in the fight against this deadly threat to America's communities. Traffic crashes are not only a threat to our citizens but are also the leading cause of death for law enforcement officers. The threat is real, deadly and even more important, crashes are 100 percent preventable.

After several years of gradual improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend: Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000. We have reached a crossroads in our efforts to prevent this deadly crime. America is at a crucial point where we must all do more if we are to significantly reduce the number of alcohol- and drug-related crashes.

GIVE THE GIFT OF LIFE BY JOINING THE NATIONAL HOLIDAY LIFESAVERS NATIONAL MOBILIZATION

That's why NHTSA and the International Association of Chiefs of Police, National Organization of Black Law Enforcement Executives, National Sheriffs' Association, Hispanic American Police Command Officers Association and Association of Operation C.A.R.E are asking you to promote and take part in the *National Holiday Lifesavers*

Mobilization. Sponsored by the *You Drink & Drive. You Lose*. Campaign, this mobilization will be held December 21-23, 2001.

Every year the *You Drink & Drive. You Lose*. campaign sponsors national mobilizations in July and December to help State and local officials increase the visibility of their efforts to arrest and prosecute impaired drivers. The mobilizations take place in July and December for a reason: Summer is when alcohol-related crashes are at their highest and December is an appropriate time to promote the issue, because of public perception that holiday celebrations increase the consumption of alcohol and impaired driving.

Launched in December 1999, the *You Drink & Drive. You Lose*. campaign is a national partnership with criminal justice and traffic safety partners in all 50 States that are committed to reducing deaths from impaired driving to no more than 11,000 by 2005 nationwide. The intent is to build on the incredible momentum and the hard work already taking place in communities throughout America aimed at stopping impaired driving and saving lives. Law enforcement's commitment to this national challenge at the local level will help save lives and give our citizens the gift of life this holiday season.

THE MESSAGE IS CLEAR – AMERICANS SUPPORT GETTING TOUGH ON IMPAIRED DRIVING

Communities throughout America support increased criminal justice efforts to stop this illegal and life-threatening offense. Studies show that the majority of Americans consider impaired driving one of our nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view



IMPAIRED DRIVING IS A CRIME THAT KILLS

impaired driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts, such as saturation patrols and checkpoints, to protect innocent victims. Furthermore, two-thirds of Americans strongly endorse the use of stricter and more severe penalties against impaired drivers, to protect themselves and their loved ones.

IT TAKES A CRIMINAL JUSTICE SYSTEM APPROACH

Every year 1.5 million impaired drivers are arrested, yet only one arrest occurs for every 772 instances of driving under the influence of alcohol. As a result, one in three Americans will be affected by this violent crime in their lifetime. The key to reversing this alarming trend is to take a systematic approach that includes highly visible and coordinated efforts by law enforcement, prosecutors, judicial officials and traffic safety partners to protect innocent victims from impaired drivers.

PUBLICIZE WHAT YOU ARE ALREADY DOING

Every law enforcement agency has the legal ability to conduct saturation patrols and most States allow the use of small- and large-scale sobriety checkpoints. Highly visible enforcement is the foundation of the *You Drink & Drive. You Lose.* campaign.

As with any criminal offense, the best way to deter impaired driving is through a highly visible effort by the entire criminal justice system – enforcement, prosecution, adjudication and sanction – to reinforce the belief that violators are criminals and that it is likely that impaired drivers are at high risk of being caught, prosecuted and adjudicated. If your State has administrative license revocation, zero

tolerance or vehicle confiscation laws, these can be used to show the consequences for impaired driving. Prosecutors and judges also can provide the court's perspective and explain what offenders can lose, in time away from your job and in high fines and court costs.

By supporting and publicizing saturation patrols and sobriety checkpoints during the mobilization, and by locking up violators, you send the message that impaired driving is a crime that will not be tolerated in your community. Eventually, your efforts will prove that the message and consequences are real and will serve as a strong deterrent to anyone thinking of driving impaired.

LAW ENFORCEMENT LEADS THE WAY

Existing partnerships with State and local law enforcement agencies provide a pre-set structure for campaign activities. Use these relationships to implement the campaign. Every law enforcement agency has the ability to conduct saturation patrols to catch impaired drivers. They are excellent enforcement and communication tools for deterring impaired driving. Small- and large-scale sobriety checkpoints also are allowed in most States and can serve as effective high-profile deterrents.

- Identify organizations that have structured similar outreach activities and ask for their advice and assistance in planning.
- Call a special meeting of departmental and agency chiefs, sheriffs and colonels throughout the State. Ask them to take an active interest in the campaign and encourage others to participate.
- Promote the issue at conferences and meetings as well as in publications and newsletters.



IMPAIRED DRIVING IS A CRIME THAT KILLS

Law enforcement is more likely to participate in campaign activities if obstacles are removed that inhibit their participation. Make it easy and everyone will join the effort.

- Make sure officers are aware that the indicators of intoxication are the same at .08 as they are at .10 and that standard field sobriety tests have been validated at .08.
- Create interdepartmental partnerships to let officers know which divisions are participating in the campaign.
- Provide agencies with basic information about the campaign, including goals, implementation strategies, duration, event dates and evaluation tools.

Everyone involved in the campaign is a key partner in its success. Strive for 100 percent law enforcement participation in your State. This commitment will indicate the level of support for the campaign and increase the visibility of your message and the scope of your influence.

- Solicit input from prosecutors, judicial officials and traffic safety organizations on timing, strategies and evaluation methods for your effort.
- Allow individual departments to devise targeted implementation activities for the campaign.
- Have law enforcement representatives available who are familiar with campaign activities to assist community groups interested in joining the campaign.
- Let judges and prosecutors know that there may be an initial increase in impaired driving arrests. Now that the BAC limit has changed from .10 to .08 in some states, cases that may have been 'on the edge' of the limit can now be prosecuted fully.
- Distribute information on any changes in the law to motorists who are stopped. A good time to do this would be at a sobriety checkpoint or during a saturation patrol.



R E L E A S E

[Your Letterhead]

For Immediate Release

[Date] Contact: **[Name]** **[Phone]****THIS CHRISTMAS HOLIDAY SEASON: YOU DRINK & DRIVE. YOU LOSE.**

Local Prosecutors, Judicial Officials and Law Enforcement
Join to Give **[CITY/TOWN]** Families the Gift of Life

With more people expected to travel on America's highways during the weekend before the Christmas holiday, this could be one of the deadliest periods ever for impaired driving fatalities.

To protect **[CITY/TOWN]** families during this long holiday period, local criminal justice agencies will join forces December 21-23 to protect citizens from impaired drivers. As part of the *National Holiday Lifesavers Mobilization*, local officials will conduct saturation patrols and sobriety checkpoints to arrest and prosecute impaired drivers to the fullest extent of the law. The mobilization is sponsored by the national *You Drink & Drive. You Lose.* campaign.

"Impaired driving is no accident – It's a crime that kills every 33 minutes," said **[LOCAL OFFICIAL]**. "My agency will be working overtime this weekend to protect families from impaired drivers. Our message is a simple one – *You Drink and Drive. You Lose.* Violators will lose their license, automobile, time from their job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide."

After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend – Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000. As part of a national strategy to reduce impaired driving crashes, the U.S. Department of Transportation has set a goal of no more than 11,000 alcohol-related fatalities annually by 2005.

Studies from the National Highway Traffic Safety Administration show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view drunk driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts like rolling saturation patrols and checkpoints to protect innocent victims. Furthermore, two-thirds of Americans also strongly endorse the use of stricter and more severe penalties against drunk drivers.



"Around the holidays, employee parties and other celebrations, combined with increased stress and fatigue, increase the risk for impaired driving-related fatalities. Risking lives—your own and others' is no way to celebrate the holidays," said **[LOCAL OFFICIAL]**. "Party hosts and businesses especially need to recognize their responsibility and know that they can be held liable if their guests or patrons cause an alcohol-related crash."

Nine out of 10 Americans who participate in social events where alcohol is served feel that people should use designated drivers. **[LOCAL ORGANIZATION]** suggests that employee parties and other celebrations include alcohol-free beverages and protein-rich foods, along with awareness of guests' consumption. **[LOCAL ORGANIZATION]** reminds everyone to plan ahead:

- Don't risk it – If you plan to drive, don't drink.
- Choose a sober designated driver.
- Take mass transit or a taxicab.
- Spend the night where the activity is being held.
- Report impaired drivers to law enforcement.

The *You Drink & Drive. You Lose.* campaign, launched in December 1999, is a comprehensive impaired driving prevention effort focused on highly visible criminal justice-related efforts to deter impaired driving and is designed for use by States and communities to save lives. Thanks to the tremendous efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about our lifesaving message from their newspaper, from the Internet, and from radio and television broadcasts.

National, statewide and local activities during this holiday season support December's designation as *National Drunk and Drugged Driving Prevention Month* (3D Month). For more information about the campaign and 3D Month, log onto www.nhtsa.dot.gov



TALKING POINTS

- Every December, thousands of Americans chose to drive after drinking alcohol or using drugs. Impaired driving is no accident. It's a serious crime that kills someone every 33 minutes.
- After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend – Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000.
- With more people expected to travel during the weekend before the Christmas holiday, this could be one of the deadliest periods ever for impaired driving fatalities.
- To protect [CITY/TOWN] families during this long holiday period, local criminal justice agencies will be out in full force December 21 to 23 to keep citizens safe from impaired drivers.
- As part of the *National Holiday Lifesavers Mobilization*, local law enforcement will be conducting rolling saturation patrols and sobriety checkpoints to identify and arrest impaired drivers. The mobilization is sponsored by the *You Drink and Drive. You Lose.* campaign.
- There will be no warnings this weekend. Our message is a simple one – *You Drink and Drive. You Lose.* Violators will lose their license, automobile, time from their job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide.
- Nationally, impaired driving-related fatalities are increasing, killing nearly 17,000 people each year. More than 300,000 people are injured.
- Although every year 1.5 million impaired drivers are arrested, only one arrest occurs for every 772 instances of driving under the influence of alcohol. As a result one in three Americans will be affected by this violent crime in their lifetime.
- The key to reversing this alarming trend is taking a systematic approach with law enforcement, prosecutors, judicial officials and traffic safety partners, each doing their part, to protect innocent victims from impaired drivers.
- I can assure you there is no greater tragedy for a law enforcement officer than knocking on the door of a victim's family to tell them that they have lost a loved one to this senseless crime.
- We are reminding everyone:
 - Don't risk it – If you plan to drive, don't drink.
 - Choose a sober designated driver.
 - Take mass transit or a taxicab.
 - Spend the night where the activity is being held.
 - Report impaired drivers to law enforcement.
- Studies show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education.
- Nearly 97 percent of Americans view drunk driving as a major threat to the community.
- The national *You Drink & Drive. You Lose.* campaign is a partnership of criminal justice and traffic safety partners in all 50 states committed to reducing deaths from impaired driving to no more than 11,000 by 2005 nationwide.
- Saturation patrols are increased enforcement efforts, often involving multiple agencies, that target a specific area to identify and arrest impaired drivers.
- At sobriety checkpoints, law enforcement officers evaluate drivers for signs of alcohol or drug impairment at certain points on the roadway. Vehicles are stopped in a specific sequence—such as every vehicle or every fourth, fifth or sixth vehicle—depending on the personnel available and traffic conditions.
- When adequately publicized saturation patrols and checkpoints increase the perceived risk of arrest, influence drivers to make the right choice, and remind the general public that impaired driving is a crime.
- Please celebrate responsibly and don't take a chance – because chances are you will be caught. The choice is yours – designate a driver or one will be appointed for you – straight to jail. Remember: *You Drink & Drive. You Lose.*



As you celebrate this holiday season with family, friends and co-workers, toasting the memories of the passing year and the hopes and dreams of the coming year, don't forget to make the most important resolution – designate a sober driver.

Too many people never see the New Year because they were the innocent victims of one of the most often committed criminal offenses – impaired driving. Drunk drivers are reckless criminals who kill every 33 minutes. Every New Year, I face the deadly aftermath of the holiday season. The worse part of any officer's duty is to ring the doorbell of a victim's home. Even more tragic is the fact that these crashes are 100 percent preventable.

Too many people continue to view impaired driving merely as a traffic offense. Don't be fooled. It's a crime that kills and a crime that will not be tolerated in our community.

To protect **[CITY/TOWN]** families during this long holiday period, local criminal justice agencies will take part in the *National Holiday Lifesavers Mobilization*, December 21-23, 2001, to protect citizens from impaired drivers. Local officials will conduct saturation patrols and sobriety checkpoints to arrest and prosecute impaired drivers to the fullest extent of the law. The mobilization is sponsored by the national *You Drink & Drive. You Lose.* campaign.

There will be no warnings this weekend. Our message is a simple one – *You Drink and Drive. You Lose.* Violators will lose their license, automobile, time from their job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide.

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16,653 in 2000. We have come to a crossroad in our efforts to prevent this deadly crime. America is at a crucial point where we must all do more as communities and as individuals if we are to make significant declines in the number of alcohol- and drug-related crashes.

That's why it's so important to celebrate sensibly. It takes just a little forethought to designate a sober driver before you head out for a party. Barring that, use taxi services and other alternative transportation or if possible, spend the night rather than driving home impaired. And don't make the mistake of thinking just one eggnog won't matter; fatigue and stress—common around the holidays—can escalate the effects of alcohol to deadly levels.

If you're hosting a party, accept responsibility for your guests' safety. Don't serve alcohol to underage guests or to anyone who has clearly "had enough" It's not just the conscientious thing to do; serving those underage is illegal, and serving anyone who is visibly intoxicated can leave you liable. Offer non-alcoholic beverages and protein-rich snacks. Stop serving alcohol at least one hour before the party ends. Take the car keys away from any guest who is impaired; call a cab or ask a non-drinking guest to provide a safe ride home.

Employers, too, must realize their role in hosting holiday office parties. Share the message of *You Drink & Drive. You Lose.* through your company wellness program or in your employee newsletter. At your company gathering, hand out free taxi passes, distribute a limited number of tickets to exchange for alcoholic drinks and sign up designated drivers in advance.

Too much trouble, you say? Then consider the financial and emotional costs of an employee's involvement in a crash – soaring medical insurance premiums, worker's compensation lost productivity and damaged employee morale.



O P - E D A R T I C L E

This holiday season, please celebrate responsibly and don't take a chance because chances are you will be caught. The choice is yours – designate a driver or **[LOCAL ORGANIZATION]** will appoint one for you – straight to jail.

YOU DRINK & DRIVE. YOU LOSE. CAMPAIGN

Launched in December 1999, the national *You Drink & Drive. You Lose.* campaign is a partnership of criminal justice and traffic safety partners in all 50 states that is committed to reducing deaths from impaired driving to no more than 11,000 by

2005 nationwide. Thanks to the combined efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about the campaign from the newspaper, from the Internet, and from radio and television broadcasts. National, statewide and local activities this holiday season support December's designation as *National Drunk and Drugged Driving Prevention Month* (3D Month). For more information about the campaign and 3D Month, please visit www.nhtsa.dot.gov